

PHILIP MORRIS U.S.A.  
SUBMISSION TO CORPORATE PRODUCTS COMMITTEE  
MONTHLY MEETING OF: SEPTEMBER 1997  
PRODUCT INTRODUCTION

BRAND NAME: MARLBORO ULTRA LIGHTS KS AND 100MM FTB

ACTION DATE: FEBRUARY 2, 1998

NEW PRODUCT ☒ NEW GRAPHICS ☐

TEST MARKET ☐ NATIONAL INTRODUCTION ☒

PRODUCT SPECIFICATIONS

| <u>CIGARETTE:</u> | <u>KS FTB</u> | <u>100 FTB</u> |
|-------------------|---------------|----------------|
| CIRCUMFERENCE,mm  | 24.8          | 24.8           |
| LENGTH,mm         | 83.0          | 98.5           |
| TIPPING LENGTH,mm | 32.0          | 36.0           |
| TIPPING COLOR     | WHITE         | WHITE          |
| FILTER LENGTH,mm  | 27.0          | 31.5           |
| TYPE OF FILTER    | CA            | CA             |
| VENTILATION, %    | 42            | 45             |
| TOTAL RTD,mm      | 111           | 116            |

DELIVERY LEVELS

|                      |     |     |
|----------------------|-----|-----|
| FTC TAR,mg/cigt      | 6.0 | 6.0 |
| FTC NICOTINE,mg/cigt | 0.5 | 0.5 |
| PUFFS/CIGARETTE      | 7.6 | 9.2 |

PACKAGING

|                      |            |                                     |            |                                     |
|----------------------|------------|-------------------------------------|------------|-------------------------------------|
| CIGARETTES:          | NONMENTHOL | <input checked="" type="checkbox"/> | NONMENTHOL | <input checked="" type="checkbox"/> |
| PACK LENGTH,mm       | 85         |                                     | 100        |                                     |
| CARTON CONFIGURATION | 2x5        |                                     | 2x5        |                                     |

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